



# ArtPower! Student Matinee Satisfaction

Public

**Name of Assessment** ArtPower! Student Matinee Satisfaction

**Project:**

**Name(s) of Person(s)  
Responsible for  
Assessment Project:**

Role
Program and Audience Development Manager (Unassigned)
Director of Marketing & Communication (Unassigned)
Public Events Manager (Unassigned)

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**Other Contacts:**

**Providing** Art Power!

**Department:**

**Other**

**Units/Departments**

**Involved in**

**Assessment Project:**

## Program, Service, or Event Related to Assessment Project

ArtPower! Student Matinees for local K-12 schools.

## Assessment Project Description

To assess teacher and student satisfaction regarding performance experience, film screening experience, campus tours, and the Student Matinee Study Guide materials.

## Unit/Program Specific Goals and Learning Outcomes

Student Matinee Program assessment goals include ensuring that ArtPower! is:

- Exposing K-12 students to world-class, quality performance experiences
- Providing K-12 students with an experience that allows them to more deeply appreciate the role that the performing arts plays in their lives
- Connecting local K-12 students to the UCSD Campus community through performances at campus facilities and UCSD student guided campus tours

**Relationship to** Not related to any SALOs

**Student Affairs**

**Learning Outcomes:**

**Assessment Project** 7/1/2012

**Start:**

**Assessment Project** 6/30/2013

**End:**

**Population/Sample**

K-12 teachers attending Student Matinees during the 2012-2013 school year. Teachers will also provide information regarding student satisfaction.

**Type of Assessment:** Satisfaction study

**Other Assessment**

**Type(s):**

**Assessment Methods:** Surveys

**Other Assessment**

**Method(s):**

**Data Collection Tools**

Survey administered through Constant Contact and sent via email to K-12 teachers who attended Student Matinees during the 2012-2013 school year.

**Data Analysis Methods**

Compile survey results and identify response trends.

**Presentation of Findings**

Survey findings will be presented to ArtPower! staff at a regularly scheduled meeting.

**Progress:**

**Link Assessment Project in Campus Labs Baseline**

Source Name	Project Name
No items to display.	

**Summary of Findings**

Our Student Matinee Survey results surfaced the following information from respondents:

- The majority of our respondents teach at Elementary Schools (63%), and 94% of all respondents teach at Title 1 schools
- 50% of respondents learned about the Student Matinee program through emails sent directly to them from ArtPower!, 38% learned about the program through a colleague
- 100% of respondents would recommend the Student Matinee experience to a colleague
- 88% transported students to the matinee using a School Bus
- 58% participated in a campus tour while on campus, all responded as being "very satisfied" or "satisfied" with the tour experience
- 50% used the study guide ArtPower! provided with their students prior to coming to the performance
- Of those who used the study guide, 72% were "very satisfied" with the content provided in the

guide, while 28% were "satisfied"

- Ranked high as aspects of the performance that provided the most enjoyment: the quality of the performance, exposure to world-class artists, participating in an experience with students of all ages/grades, participating in a performance experience on the UCSD campus
- 56% "strongly agree" that students have a deeper appreciation for the role that the performing arts plays in their lives after attending the student matinee. 25% "agree"
- 56% "agree" that the experience made their students feel more connected to the UCSD community
- 100% responded that the student matinee was a valuable experience for their students.
- 88% rate the student matinee experience as "excellent", 12% rate as "good"
- Only 6% of educators attended the artists' public performance after participating in the matinee
- 100% would attend another student matinee in the future

Additional comments provided the following information:

- Teachers felt the day was well organized and appreciated being greeted by ArtPower! staff and volunteers
- Teachers would like there to be more time to have lunch with the students on campus if also taking a tour
- Teachers appreciate the study guide but would like to get them more in advance to better integrate them in their instruction
- A teacher commented it would be easier to manage the classes at the end of the matinee if those with younger students could exit the theater first
- There were teachers who felt uncomfortable with the content of the dance student matinee, and felt it should have only been for mature high school audiences
- The campus tours motivated many of the students to attend college
- Some teachers would have appreciated performance etiquette being spoken about at the matinee
- A teacher suggested that artists also come and visit the schools
- Those who attended a film screening were satisfied with it

The survey worked well in answering the questions we initially posed. We learned that overall teachers are very satisfied with the student matinee experience and feel that it is valuable to bring their students to these events.

### **Impact of Assessment**

We will present the findings to our UEO and ArtPower! colleagues at our staff meetings. As a result of the assessment and because of other planning conversations we have had we will be making the following adjustments/enhancements to the Student Matinee program:

- We will include planned times for the students to have lunch on campus
- We will be implementing a program where ArtPower! staff will go into school classrooms to talk about the performance and provide education on the genre to provide additional support to teachers who do not have time or resources to use the study guides to their fullest
- We will provide age recommendations for each of the student matinees based on the content being presented

### **Lessons Learned**

The logistical planning of the matinees went very well. We learned that we need to probe the artists more on what the content of the matinee will be in advance so we are not surprised by it and feel comfortable recommending it for our student audiences. I would have also interviewed or done a focus group with teachers to delve deeper into some of these questions. Additional assessment would be good to determine what may hinder teachers from attending matinees.

### **Supplemental Information**

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